

	A	B	C	D	E	F	G	H	I	J	K
1	SWEDEN Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		324	372	439	442	477	552	586	559	234
7		% Change	-18	15	18	1	8	16	6	-5	72
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014 ^r	2015 ^r	2016 ^r	Change 2016 / 2009
11	Total Travel & Tourism Exports ²		\$1,176	\$1,432	\$1,676	\$1,748	\$1,920	\$2,053	\$2,060	\$1,899	\$723
12	Travel Receipts (at U.S. destinations)		\$972	\$1,261	\$1,426	\$1,496	\$1,579	\$1,757	\$1,847	\$1,751	\$779
13	Education Receipts		\$138	\$132	\$139	\$167	\$146	\$152	\$162	\$164	\$26
14	Other Business/Personal Receipts		\$810	\$1,103	\$1,259	\$1,300	\$1,390	\$1,570	\$1,649	\$1,550	\$740
15	Health/Border/Seasonal		\$24	\$26	\$28	\$29	\$43	\$35	\$36	\$37	\$13
16	Passenger Fare Receipts (on U.S. carriers)		\$204	\$171	\$250	\$252	\$341	\$296	\$213	\$148	-\$56
17		% Change in Total Receipts	-32	22	17	4	10	7	0	-8	61
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21		Airlines	48	47	-1.3						
22		Online Travel Agency	49	46	-2.9						
23		Personal Recommendation	19	27	8.0						
24		Travel Agency Office	19	19	0.5						
25		Travel Guides	13	14	1.2						
26		Corporate Travel Dept.	11	12	0.7						
27		National/State/City Travel Office	6	5	-0.4						
28		Tour Operator/Travel Club	4	4	-0.2						
29		Other	5	5	0.6						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32		Vacation/Holiday	65	66	1.1						
33		Visit Friends/Relatives	17	18	1.1						
34		Convention/Conference/Trade Show	7	8	0.5						
35		Business	7	6	-0.7						
36		Education	4	1	-2.2						
37		Health Treatment	0.0	1	0.5						
38		Religion/Pilgrimages	0.1	0.3	0.2						
39		Other	1	0.0	-0.5						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42		Vacation/Holiday	77	80	2.9						
43		Visit Friends/Relatives	32	32	0.0						
44		Business	10	10	0.0						
45		Convention/Conference/Trade Show	9	8	-1.2						
46		Education	5	5	0.6						
47		Health Treatment	0.2	1	0.7						
48		Religion/Pilgrimages	0.4	1	0.5						
49		Other	1	0.0	-0.9						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	87	89	1.5						
53		Business & Convention	17	16	-0.7						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56		Taxicab/Limousine	40	40	0.1						
57		City Subway/Tram/Bus	37	36	-0.9						
58		Rented Auto	37	35	-2.3						
59		Auto, Private or Company	33	29	-3.9						
60		Air Travel between U.S. Cities	26	25	-0.3						
61		Ferry/River Taxi/Short Scenic Cruise	10	14	3.6						
62		Bus between Cities	10	14	4.0						
63		Ride-Sharing Service	-	10	-						
64		Cruise Ship/River Boat 1+ Nights	3	7	3.8						
65		Railroad between Cities	7	6	-1.0						
66		Rented Bicycle/Motorcycle/Moped	3	4	1.1						
67		Motor Home/Camper	1	1	0.4						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69		Shopping	89	88	-1.0						
70		Sightseeing	79	82	3.9						
71		National Parks/Monuments	38	40	2.2						
72		Small Towns/Countryside	31	35	3.1						
73		Experience Fine Dining	30	34	3.2						
74		Art Gallery/Museum	28	30	2.5						
75		Guided Tours	22	30	7.7						
76		Historical Locations	28	30	1.4						
77		Amusement/Theme Parks	25	27	1.2						
78		Sporting Event	19	19	-0.6						
79		Concert/Play/Musical	15	17	2.3						
80		Cultural / Ethnic Heritage Sites	8	16	7.8						
81		Nightclubbing/Dancing	15	14	-1.2						
82		Water Sports	10	12	1.8						
83		Casinos/Gamble	9	7	-1.8						
84		American Indian Communities	3	7	4.0						
85		Camping/Hiking	5	5	0.3						
86		Golfing/Tennis	3	4	0.9						
87		Environ./Eco. Excursions	3	3	-0.3						
88		Hunting/Fishing	4	3	-1.0						
89		Snow Sports	1	1	0.4						
90		Other	1	1	-0.5						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93		Advance Trip Decision Time (mean days)	114	115	0.9						
94		Advance Trip Decision Time (median days)	90	90	0.0						
95		Prepaid Package	6	7	0.6						
96		First International Trip to the U.S.	17	21	4.2						
97		Length of Stay in U.S. (mean nights)	15.8	15.5	-0.3						
98		Length of Stay in U.S. (median nights)	9	9	0.0						
99		Number of States Visited (% 1 state)	73	77	3.5						
100		Average Number of States Visited	1.4	1.4	0.0						
101		Hotel/Motel (% 1+ nights)	76	78	2.1						
102		Average # of Nights in Hotel/Motel	9.7	8.8	-0.9						
103		Travel Party Size (mean # of persons)	1.7	1.8	0.1						
104		Gender: % Male (among adults)	46	51	5.3						
105		Household Income (mean average)	\$ 89,913	\$ 76,935	-\$12,978						
106		Household Income (median average)	\$ 75,000	\$ 70,000	-\$5,000						
107		Average Age: Female (among adults)	39	43	3.8						
108		Average Age: Male (among adults)	41	41	-0.7						
109											

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	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
110											
111	No destinations meet the minimum sample requirement.										
112											
113	Notes:										
114	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
115											
	(2) <i>Total Travel & Tourism Exports</i> = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).										
	International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: http://travel.trade.gov/pdf/restructuring-travel.pdf										
116											
117											
118	(3) Percentage-point and percentage changes are based on non-rounded data.										
119											
120	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
121											
122	(-) No estimate available.										
123											
124	(n/a) Estimate not yet available.										
125											
126	(**) Estimate not shown due to sample size fewer than 400 for this year.										
127											
128	(r) Estimate was revised.										
129											
130	(p) Estimate is preliminary and subject to revision.										
131											
	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html										
132											
133											
134	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
135											
136	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
137	http://travel.trade.gov/research/reports/ifs/customized.asp										
138											
139	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
140											
141	Publication Date: November 2017										